

**MINUTES**  
**HUNTINGTON BEACH OFFICE OF THE ZONING ADMINISTRATOR**  
**Room B-8 - Civic Center**  
**2000 Main Street**  
**Huntington Beach California**

**WEDNESDAY, APRIL 23, 2008 - 1:30 P.M.**

**ZONING ADMINISTRATOR:** Mary Beth Broeren

**STAFF MEMBER:** Andrew Gonzales, Rami Talleh, Judy Demers, (recording secretary)

**MINUTES:** January 2, 2008  
February 13 & 20, 2008  
March 5 & 12, 2008  
April 9, 2008  
**APPROVED AS SUBMITTED**

**ORAL COMMUNICATION:** **NONE**

**ITEM 1: CONDITIONAL USE PERMIT NO. 2008-006 (HB MOTOR CARS ELECTRONIC READERBOARD SIGN)**

**APPLICANT:** Shawn Record  
**PROPERTY OWNER:** Howard Label, 5 Rue Fontaine, Newport Beach, CA 92660  
**REQUEST:** To permit the installation of a 25 ft. high, 115 sq. ft. electronic readerboard sign for an existing automobile dealership.  
**LOCATION:** 16401 Beach Blvd., 92647 (west side of Beach Boulevard, north of Heil Avenue.  
**PROJECT PLANNER:** Andrew Gonzales

Andrew Gonzales, Assistant Planner, displayed project plans and photographs and stated the purpose, location, zoning, and existing use of the subject site. Staff presented an overview of the proposed project and the suggested findings and conditions of approval as presented in the executive summary.

Mr. Gonzales stated that no written or verbal comments were received in response to the public notification.

Mary Beth Broeren, Zoning Administrator, confirmed with staff that the readerboard sign is in compliance with all code requirements. She inquired as to the notification of Caltrans.

## **THE PUBLIC HEARING WAS OPENED.**

Tony Thompson, the business owner, agreed to comply with all staff recommendations and suggestions. He mentioned that he is trying to purchase the adjacent property which would make it easier to have the sign more centrally located to the property.

Ms. Broeren reviewed the staff recommendations with Mr. Thompson. Ms. Broeren engaged in discussions concerning the notification of Caltrans. She mentioned that Beach Blvd. is a state highway and her experience has been that Caltrans needs to receive notification.

Shawn Record, the applicant, contacted his partner to confirm the Caltrans process. He did assure the Zoning Administrator that they would make contact with Caltrans on Thursday, April 24, 2008.

## **THERE WERE NO OTHER PERSONS PRESENT TO SPEAK FOR OR AGAINST THE REQUEST AND THE PUBLIC HEARING WAS CLOSED.**

Ms. Broeren stated that she was going to approve the request with the condition that Caltrans is notified.

**CONDITIONAL USE PERMIT NO. 2008-006 WAS APPROVED BY THE ZONING ADMINISTRATOR WITH THE FOLLOWING FINDINGS AND CONDITIONS OF APPROVAL. THE ZONING ADMINISTRATOR STATED THAT THE ACTION TAKEN BY THE ZONING ADMINISTRATOR MAY BE APPEALED TO THE PLANNING COMMISSION WITHIN TEN (10) CALENDAR DAYS.**

### **SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:**

The Zoning Administrator finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15311 of the CEQA Guidelines, because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

### **SUGGESTED FINDINGS FOR APPROVAL - CONDITIONAL USE PERMIT NO. 2008-006:**

1. Conditional Use Permit No. 2008-006 for the construction of an electronic readerboard sign will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of the property and improvements in the neighborhood. The electronic readerboard sign will be located more than 150 ft. from adjacent residences and is conditioned to be relocated to an area in front of the main building to block visibility of the sign from nearby residences. Furthermore, the sign is conditioned to provide a 2" deep metal blinder around the display screen to minimize impacts from glare onto adjacent properties. The proposed sign will not impact vehicular and pedestrian traffic on Beach Blvd. and Alhambra St. because the sign will not obstruct visibility at driveways and street intersections. In addition, the sign will incorporate technology which will allow for manual control of illumination levels during the daytime and nighttime hours.
2. The conditional use permit will be compatible with surrounding uses because the electronic readerboard sign will be similar to existing readerboard signs along Beach Blvd. The

proposed signage will be consistent with existing vehicle dealership signage in terms of size, height, and location. The sign design will be brought up-to-date and consistent with similar signage in the surrounding area. To ensure compatibility with the site, the sign is conditioned to incorporate colors and materials found on the subject property.

3. The proposed conditional use permit will comply with the provisions of the base district and other applicable provisions in Titles 20-25 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The proposed electronic readerboard complies with the sign requirements in terms of maximum sign height, maximum sign area, and minimum separation distances to residences. The sign will be required to comply with the maximum lighting intensity of the HBZSO. Electronic readerboard signs are allowed with approval of a conditional use permit.
4. The granting of the conditional use permit will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG-F2-a (Commercial General – 0.50 max. floor area – Auto District Overlay) on the subject property. In addition it is consistent with the following goals and policies of the General Plan:

LU 15.4.5: Require that the site and structures of an automobile district be designed to convey a high quality character and be compatible with adjacent land uses, considering the following:

d. Incorporation of well-designed and unified signage, including temporary signs pennants, and balloons.

UD 1.1: Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach.

ED 3: Upgrade and modernize high-activity nodes and districts.

The construction of an electronic readerboard pole sign will improve the architectural quality of the current sign by integrating architectural components of the site's buildings to provide a distinct but consistent visual character in the area. The electronic readerboard provides an opportunity to upgrade and modernize the look and technology of the existing sign. The project enhances signage opportunities and economic development potential by increasing visibility of the automobile sales business to Beach Blvd.

#### **SUGGESTED CONDITIONS OF APPROVAL - CONDITIONAL USE PERMIT NO. 2008-006:**

1. The site plan and sign elevations received and dated January 10, 2008 shall be the conceptually approved design with the following modifications:
  - a. An architectural cap shall be provided on the top of the electronic readerboard sign.
  - b. The sign's encasement shall be treated with colors and materials that match that of the main building.
  - c. A metal blinder shall be provided around the perimeter of the electronic readerboard sign that projects a minimum of 2 inches beyond the face of the sign.
  - d. The electronic readerboard sign shall be relocated further south subject to review and approval by the Design Review Board.

2. Prior to submittal for building permits:
  - a. The Design Review Board shall review and approve the final electronic readerboard design concept plans.
  - b. The applicant shall notify Caltrans and provide written verification to the Planning Department that no issues exist with the electronic readerboard sign.
3. During demolition, grading, site development, and/or construction, the following shall be adhered to: **(PW)**
  - a. All existing onsite (and offsite) palm trees shall be protected in place.
  - b. No existing trees shall be damaged or removed.
4. Incorporating sustainable or "green" building practices into the design of the proposed structures and associated site improvements is highly encouraged. Sustainable building practices may include (but are not limited to) those recommended by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program certification (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>) or Build It Green's Green Building Guidelines and Rating Systems (<http://www.builditgreen.org/index.cfm?fuseaction=guidelines>).

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**THE MEETING WAS ADJOURNED AT 1:50 PM TO THE NEXT REGULARLY SCHEDULED MEETING ON WEDNESDAY, APRIL 30, 2008 AT 1:30 PM.**



Mary Beth Broeren  
Zoning Administrator

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